

Agate Case Study

Introduction to Agate

Agate is an advertising agency. It has about 50 employees and it has offices and clients all around the world-

Existing computer systems

Agate foresees delivering information to clients via the WWW.

Business activities in current system

Agate deals with other companies that it calls clients. A record is kept of each client company, and each client company has one person who is the main contact person within that company. His or her name and contact details are kept in the client record.

Agate nominates a member of staff to be the contact for each client.

Clients have advertising campaigns and a record is kept of every campaign. One member of Agate's staff manages each campaign

Summary of requirements

1. record details of Agate's clients and the advertising campaigns for those clients
 - 1.1. record name, address and contact details for each client
 - 1.2. record the details of each campaign for each client. This will include the title, planned start and finish dates, estimated costs, budgets, actual costs and dates, and the current state of completion
 - 1.3. provide information that can be used in the separate accounts system for invoicing clients for campaigns
 - 1.4. record payments for campaigns that are also recorded in the separate accounts system
 - 1.5. record which staff are working on which campaigns, including the campaign manager for each campaign
 - 1.6. record which staff are assigned as staff contacts to clients
 - 1.7. check on the status of campaigns and whether they are within budget
2. provide creative staff with a means for recording details of adverts and the products of creative process that leads to the development of concepts for campaigns and adverts
 - 2.1. allow creative staff to record notes of ideas for campaigns and adverts
 - 2.2. provide other staff with access to these concept notes
 - 2.3. record details of adverts, including the progress on their production
 - 2.4. schedule dates when adverts will be run
3. record details of all staff in the company
 - 3.1. maintain staff record for creative and administrative staff
 - 3.2. maintain details of staff grades and the pay for those grades
 - 3.3. record which staff are on which grade
 - 3.4. calculate the annual bonus for all staff
4. non-functional requirements
 - 4.1. enable data about clients, campaigns, adverts and staff to be shared between offices
 - 4.2. allow the system to be modified to work in different languages